Siti Hasmah Digital Library

MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BKC2044 – KNOWLEDGE COMMERCE

(All sections / Groups)

31 MAY 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 5 Questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

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QUESTION 1

Powersize.com aggregates business research from over 10000 sources, including newspapers, magazines, trade journals and newswires. Free access is provided to some 2400 sources, with access to others being offered on a subscription or pay-per-view basis, typically $2 to $5 per article. Users can search by category, company, industry or within a given date range. A free daily Editor's Choice Newsletter is sent by email. Each issue focuses on a particular theme and gives hypertext links to featured contents as well as free downloadable samples. Each month 12 million newsletters and alerts are emailed, providing an attractive audience for advertisers who can link offers to the topic of the email. Founded in 1997, Powersize's customer base grew rapidly and reached over 600000 at the time of its announced acquisition by Hoover's Inc.in July 2000.

a) Explain the role of knowledge aggregator. (9 marks)

b) Based on the scenario above, identify **TWO (2)** types of information that is aggregated. (10 marks)

c) Describe **TWO (2)** main challenges faced by aggregators (10 marks)

(Total: 29 marks)

QUESTION 2

Attracting visitors to your website is the first stage of developing intimacy with them. Your aim should be to strengthen that relationship through knowledge exchange and on-going commercial transactions that benefit both parties. Elaborate any **FIVE (5)** ways of using the Internet for relationship building.

(Total: 15 marks)

QUESTION 3

Analysis of their experiences to date suggests a number of desirable characteristics that are needed if an online market is to succeed. Explain any **TEN (10)** characters that are important for the achievement of online market.

(Total: 20 marks)

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QUESTION 4

One of the main problems of offering purely people based services is that revenue-generating capacity is limited by the available number of skilled people. This can be overcome to some extent by codifying people-based knowledge into packages that can be more easily replicated and used by less skilled people. Thus, once advisers refine a set of methods, they can be packaged into a methodology. List the **SEVEN (7)** types of knowledge and give an example of each packaging that regularly packaged into well-understood formats.

(Total: 14 marks)

QUESTION 5

Define the characteristics of each knowledge products and services below and provide an example for each characteristic.

(i) Knowledge product (12 marks)
(ii) People-based knowledge (8 marks)
(iii) Object-based knowledge – online (2 marks)

(Total: 22 marks)

End of Paper